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PTO/SB/21 (08-00)

TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Serial Number	10/699245
		File Date	10/31/2003
		First Named Inventor	Gilbert
		Group Art Unit	3629
		Examiner Name	
Total Number of Pages in this Submission		Attorney Docket Number	JYG124AUSA
ENCLOSURES (check all that apply)			
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):	
Remarks:			
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm or Individual Name	William Bak		
Signature			
Date	February 13, 2004		
CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: February 13, 2004.			
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Signature		Date	February 13, 2004

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JYG124AUSA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Hugh H. Gilbert

Application No.: **10/699,245**

Filed: October 31, 2003

For: METHOD AND SYSTEM
FOR AMPLIFYING
ADVERTISEMENTS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

)
) Examiner:

)
) Group Art Unit: **3629**

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) CERTIFICATE UNDER 37 CFR 1.8(a)

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7 Kelly Karsen
2/13/04

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

In compliance with their duty to disclose under 37 CFR §1.56(a), Applicant and his attorneys herewith submit a Form PTO-1449, and requests that the documents cited thereon be considered in the examination of the above-identified patent application. This Information Disclosure Statement is being filed before the mailing date of the first office action on the merits pursuant to 37 CFR §1.97(b)(3).

All of the cited references, except for the Russell U.S. publication and the EP publication, were cited by the Examiner in connection with the prosecution of the parent application, U.S. Application No. 09/608,371 filed on June 30, 2000.

The Russell U.S. publication and the EP publication were cited in a European search report issued in connection with corresponding European Application No. 01310580.4. The European Search report also cited International Publication No. WO 01/75674 which is

believed not to be prior art relative to the present application. It does not designate the U.S., has an International filing date of only March 29, 2001, and a publication date of October 11, 2001.

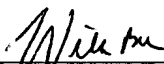
The present application was filed after June 30, 2003. Thus, copies of cited U.S. patents and U.S. published applications are not required to be provided herewith and are not provided herewith. A copy of the foreign publication is provided.

No representation is made hereby that these documents provide all of the art and the Examiner is presumed to conduct an independent search of the art. However, these documents do form all of the relevant art of which the Applicants are presently aware. If Applicants become aware of additional relevant art during the prosecution of this application, Applicants will bring such art to the attention of the Examiner by means of a Supplemental Information Disclosure Statement.

The Examiner is respectfully requested to consider the enclosed documents and to make the same of record in the file of the present application.

In the event that a fee for the Information Disclosure Statement is required, please charge the fee to our Deposit Account No. 08-3040.

Respectfully submitted,
HOWSON AND HOWSON
Attorneys for Applicant

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Form PTO-1449
U.S. Patent and Trademark Office
INFORMATION DISCLOSURE
STATEMENT

Atty. Docket No.
JYG124AUSA

Serial No. **10/699,245**

Applicant: Hugh H. Gilbert

Filing Date:
October 31, 2003

Group Art Unit: **3629**

U.S. PATENT DOCUMENTS

Examiner Initial	Document No.	Date	Name	Class	Subclass
	4,745,468	5/1988	Von Kohorn	725	141
	5,649,061	7/1997	Smyth	706	16
	5,838,790	11/1998	McAuliffe et al.	705	77x
	5,948,061	9/1999	Merriman et al.	705	14x
	6,029,045	2/2000	Picco et al.	455	5.1
	6,311,185	10/2001	Markowitz et al.	705	14x
	6,400,996	6/2002	Hoffberg et al.	700	83
	US 2001/0049687 A1	12/2001	Russell	707	104.1

FOREIGN PATENT DOCUMENTS

Examiner Initial	Document No.	Date	Country	Translation Yes No	
	EP 1033656 A1	9/2000	European		

Other Documents (including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.